

STORE CLOSED ALL DAY
TOMORROW

WANAMAKER'S

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WEATHER
Unsettled

There Are Certain Great September Sales at Wanamaker's That Do Not Need to Be "Cracked Up" to the Housewife Who Knows Her Business—and Most Philadelphia Housewives Do!

China—Glasswares—Housewares—Lamps

A Good-Sized Chunk of a Boy Was Asked what two books had interested him most in his life.

His instant reply was

My Mother's Face and the Example of Her Patient, Hard-Working Life

Who can ever forget how the mother soothed us in sorrows, helped us in our first lessons and kissed away our disappointments!

[Signed] *John Wanamaker*

September 1, 1922.

They are the Sales that serve the housekeeper's kitchen, laundry, pantry, china-closet, bathroom, dining room—even her sewing room, her attic, her cellar and her very back yard—with a completeness that leaves no possible place for a reasonable disappointment.

They're the Sales that serve the housewife's purse: an honest service—an authentic one. The savings that they offer consist of real money—the kind that does you some good at the paying or depositing window of your bank.

Phantom savings, conjured up out of

trickery, trumpery and transmogrification of values, solemnly stalk the stage of many so-called "September Sales" of household wares, but they tempt one to echo Hamlet's half-scoffing adjuration to the Ghost:

"Says't thou so? Art there, True-penny?"



It Is Only at Wanamaker's That You Can Find Such Quantities, Such Varieties, Such Excellencies, Such Economies

The Great Sale of Housewares, Which Started This Morning With Such a Swing

will reopen next Tuesday, prompt to the minute of 9 A. M., bringing service and savings to the housekeeper, upon such a scale of immensity in range and honesty in qualities and in savings as is seen only in a Wanamaker Sale.

The very words "Wanamaker Housewares Sale" are a magnet for housewives.

Here we have 75,000 articles of necessity or use in efficient house-keeping.

- Refrigerators
- Electrical household appliances
- Tinware
- Aluminum ware
- White and gray enamelware
- Ironware
- Bathroom hardware, white and nicked
- Brushes
- Brooms
- Mops
- Feather dusters
- Knives
- Baskets
- Carpet sweepers
- Vacuum cleaners
- Wash boilers
- Galvanized ware
- Woodenware
- Kitchen cabinets
- Sewing machines

Roundabout there are more than 75,000 kitchens, bathrooms, cellars, pantries, laundries, in which something must be replaced to offset the year's wear and tear; and some homes—new ones, interesting ones—must be furnished, not with something but with everything needed to run the domestic machinery smoothly.

Luck to Housekeepers Old and New

is the meaning of this September Sale and every woman knows why.

Every woman appreciates the savings in prices, which average 27 per cent.

Every woman appreciates the qualities which not merely back but create the savings.

Values cannot be created by lowering prices on trashy or imperfect wares which are not worthy to serve the household and which in some instances (such as refrigerators or cooking wares) positively endanger its health and mock its comfort.

Take 75,000 splendid, high-grade housewares such as have been collected for this sale and they are a blessing to households, even at their regular fair Wanamaker prices.

Take an average of 27 per cent off their regular prices—take even 40 or 50 per cent from some—and you have the unparalleled opportunities of the Wanamaker September Housewares Sale!

A Sale of China for Everybody

Every home needs new dishes, but not every home the same kind of dishes.

One family needs one kind, another family another kind; one plans to pay one price, another has planned to pay a different figure. One fastidious housewife must have French china—a dish is not a dish to her unless it bears the magic word "Limoges" on its under side. To another woman's taste, American semi-china is plenty good enough and pretty enough—and good and pretty it is. Yet another housekeeper holds by the charming English wares, china and semi-china, while still another is intrigued by the handsome china made in the potteries of that newcomer among the nations, Czecho-Slovakia.

Everybody has been provided for. This is the most important sale of china and glassware that has been held anywhere within six or seven years. A strong statement—but simple fact. Come here Tuesday and verify it.

It is a sale important in qualities, important in quantities, important in savings and, above all, in practicability.

It is out to serve the homes, not merely to make a glittering display, glittering display though it is, arranged with a taste and beauty worthy of the dignity of the occasion, through the co-operation of the ablest staff of interior decorators in the world.

It includes few fal-lals, concerning itself chiefly with the thing of first concern—the household dishes; the dinnerwares that are taken out and put away so many times in the year.

Here you can choose your new dishes from the finest assemblage of dinnerwares of five nations, all priced at figures the average family can pay—\$6 to \$325 a set—in quan-

tity sufficient to serve all early comers, and in a variety represented by more than 300 different patterns.

Think of it! Three hundred different decorations, all selected for their beauty, all on wares that were picked for their quality!

And savings, representing 15 to 50 per cent, on every set!

To many women it will seem best of all, there are lots of new patterns, exclusive to this store. For example, one French factory has sent us no less than ten such patterns, some of which will be sold only as complete sets and others will be open stock.

To quote even typical prices is an impossibility here—all are typical of high value at low figures. Perhaps, however, if you're here on Tuesday, you may be in time to secure one of the 200 sets of 106 pieces, semi-china, with a new wide border decoration and coin-gold handles, \$25 the set—about half the regular figure.

Tables Sparkling With Fine Glassware—All Moderately Priced

The beautiful table glassware offered in this September Sale is worth a page of description in itself, and even then it would not be described.

All that can be said right here is that everything in the collection is useful as well as fine, that there are thousands of pieces and that every piece is priced below regular selling figures. At least 10,000 of them are worth two and three times more.

(Fourth Floor)

A Sale of Lamps That Makes Light Cheaper Than Darkness

Its opportunities leave not the slightest excuse for a dark corner anywhere in the house, or the least need of continuing the unsatisfactory services of an antiquated or inadequate lamp, or the annoyance of a shabby shade.

We Own More Lamps Than Any Other Store, and They're All Reduced 10 to 50 Per Cent

The average reduction is 25 to 30 per cent. Prices start at \$1.50 for a boudoir lamp and end at \$225 for a superb French shade as gorgeous as a Parisian ball gown.

The Wanamaker Store Will Be Closed Tomorrow, Saturday, and on Monday, Labor Day

Any one could talk brilliantly about this Sale, that represents so many thousands of bright spots in existence.

The collection is known to be, as just stated, the largest in any store in Philadelphia and is believed to be the largest in America.

Floor lamps, bridge lamps, table lamps, boudoir lamps, desk lamps, candlesticks and lamp shades—all are here and in a variety that is just about as easy to describe as a splendid garden blooming with thousands of different genus and species of flowers.

Lamps of wood, lamps of rare porcelain, lamps of metal; plain lamps and ornate lamps—pick out what suits you, among the products of the art of fifteen countries, including, of course, the good old U. S. A., but ranging as far as not only Belgium, but India; not merely Mexico, but Beluchistan, Russia, Armenia.

As for our stocks of lamp shades, they are conceded to be the finest in America. All fashionable sizes, styles and materials are included, and in the higher-grade goods, practically no two shades are alike.

One could say almost the same of the lamps, so great is the variety.

Tuesday Will Present the Biggest Chance at Highest Values

in view of the really remarkable character of some offerings, such as—

Wicker lamp shades, silk lined in various colors, at half price—nine sizes, 35c to \$2.50.

Reed floor and table lamps in most of the fashionable finishes to match the furniture, \$12 to \$71.50.

Iron bridge lamps, \$2.70 to \$3.60. Shades to go with them, \$1 to \$4.50.

Solid brass candlesticks from England, perfect reproductions of antique pieces, \$1.80 to \$36.

These are likely to sell fast.

Vouched for by Wanamaker's